

Message Text

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SUBJECT: CCP FOR IRAN

REF: A) STATE 117196 B) TEHRAN 4435

1. DRAFT COUNTRY COMMERICAL PROGRAM FOR IRAN HAS BEEN REVIEWED IN
DETAIL WITH TOM WELCH OF COMMERCE WITH FOLLOWING RESULTS:

2. EMBASSY CONCURS IN COMMERCIAL OBJECTIVES SET FORTH IN SECTION
I.

3. SECTION II HAS BEEN REVIEWED FOR ACCURACY WITH SOME MINOR
CHANGES IN ANALYSIS AND DATA. EMBASSY CONSIDERS IT AN ACCURATE
REFLECTION OF THE FACTS.

4. SECTION III INCLUDES SOME QUANTIFICATIONS WHICH ANHEAR
REASONABLE TO EMBASSYHXNTTLOHLY EXPERIENCE WILL SUBSTANTIATE.

HOW-

EVER, UNDER OBJECTIVE B, POTENTIAL U. S. SALES UNDER THE OPTIMAL
STAFFING AND BUDGETING SHOULD BE INCREASED TO APPROXIMATELY \$500
MILLION.

5. SECTION IV, OBJEOWVE A, EMBASSY SUGGESTS THAT ORDERING OF IMPL-
MENTATION ACTIONS BE REVISED TO REFLECT IMPORTANCE OF QUANTIFIED
GOALS. MAJOR PROBLEM FROM AN EMPHASIS POINT OF VIEW IS THAT PRESENT
ORDERING GIVES IMPRESSION THAT NEW TRADE DEVELOPMENT CENTER AND
ESTABLISHING OF MARKETING RESEARCH OFFICER POSITION APPEAR TO BE THE
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MOST IMPORTANT AND REMUNERATIVE COMMERCIAL ACTIVITIES AT THE MISSION IN IRAN. THIS SAME OBSERVATION APPLIES TO OTHER SECTIONS OF PAPER.

6. SECTION IV, OBJECTIVE B, CONCERNING MAJOR PROJECTS, SHOULD BE REVISED TO REFLECT THE IRANIAN EXPERIENCE WHICH INCLUDES MAJOR PROJECTS (SUCH AS THOSE CITED IN THE SITUATIONS SECTION) ARE EITHER WELL COVERED BY AMERICAN REPRESENTATIVES OF INTERESTED FIRMS IN IRAN OR HAVE BEEN DEVELOPED BY AMERICAN FIRMS. IT IS THE MIDDLE GROUND (I. E. PROJECTS INVOLVING \$5 TO \$20 MILLION) WHERE THE EMBASSY FEELS STRONGLY THE NEED FOR GREATER BACK-UP SUPPORT AND EMPHASIS. THESE ARE THE KINDS OF PROJECTS WHERE INTERNATIONAL COMPETITION IS MULTIPLE AND A TIMELY RESPONSE BY SMALL TO MEDIUM SIZE AMERICAN FIRMS WHO MIGHT BE SUITABLE JOINT VENTURERS ARE, IN OUR VIEW, THE ONES MOST IN NEED OF ENCOURAGEMENT BY THE DEPARTMENT OF COMMERCE. MAMMOTH SIZE PROJECTS IN IRAN ARE OFTEN THE RESULT OF YEARS OF PAINSTAKING DEVELOPMENT BY AMERICAN FIRMS WHO ARE WELL VERSED IN INTERNATIONAL ACTIVITIES AND WHO NEED NO EDUCATIONAL EFFORT TO PERSUADE THEM OF THE ADVANTAGES AND OPPORTUNITIES OFFERED BY THE IRAN MARKET. EMBASSY OF COURSE WILL CONTINUE TO LEND ASSISTANCE TO ALL U. S. FIRMS AS CALLED FOR OR SEEMS TIMELY.

7. SECTION IV, OBJECTIVE C REQUIRES SOME MINOR CHANGES IN DRAFTING AND EMPHASIS BUT THE MAJOR ADDITION WHICH THE EMBASSY FEELS HAS BEEN OMITTED HERE AS WELL AS SECTION II IS THE KEY ROLE WHICH FINANCIAL INSTITUTIONS, IN PARTICULAR U. S. COMMERCIAL BANKS AND THE EXIM BANK, PLAY IN MAKING U. S. OFFERS OF GOODS AND SERVICES ATTRACTIVE. THE FINANCING PACKAGE IS OFTEN THE KEY FACTOR IN SWINGING A DEAL TO A U. S. FIRM BUT NOWHERE IS THAT MENTIONED.

8. SECTION IV, OBJECTIVE E - IN THE MAIN ACCEPTABLE, BUT A LITTLE LESS EMPHASIS ON THE OPPORTUNITIES FOR OIL TO BE USED IN THE U. S. WOULD BE PRUDENT SINCE IT APPEARS THAT THE NIOC HAS COMMITTED THE LARGEST PORTION OF ITS AVAILABLE OIL FOR EXPORT THROUGH 1981. NEVERTHELESS THE POINT IS VALID SINCE THERE ARE OTHER FOREIGN EXCHANGE EARNERS WHICH WILL COME ONSTREAM WITHIN THE COMING FIVE YEARS, IF NOT DURING FY 1974.

9. SECTION V. THE GENERAL COMMENT ON THE REORDERING OF THE MISSION ACTIVITIES TO REFLECT THE RELATIVE IMPORTANCE IN QUANTITATIVE TERMS APPLIES TO THIS SECTION.

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10. SECTION VI. EMBASSY SUGGESTS THAT THE FIRST TWO REVIEWS OF THE CCP OBJECTIVES AND GOALS BE A JOINT EXERCISE INVOLVING THE PARTICIPATION OF A REPRESENTATIVE FROM THE DEPARTMENT OF COMMERCE

IN WASHINGTON SO THAT AN OBJECTIVE AND AGREED ASSESSMENT MAY ENSUE.

11. EMBASSY HAS NO CNMMENTS ON APPENDIXES A, B AND C SINCE THEY ARE LARGELY FACTUAL.

12. APPENDIX D SHOULD INCORPORATE THE DISCUSSION OF STAFF RESOURCES PLANNED FOR THE TRADE CENTER (NOW ON PAGE 13 OF THE FOURTH DRAFT) AND SHOULD ALSO INCLUDE A SIMILAR DISCUSSION OF STAFF RESOUIPG OF THE ECONOMIC AND COMMERCIAL SECTIONS OF THE EMBASSY. THIS WILL PERMIT A MORE PRECISD MEASUREMENT OF THE STAFF MAN- DAYS AVAILABLE. EMBASSY IS DRAFTING INTRODUCTORY PARAGRAPHS TO APPENDIX D AS WELL AS REVISION OF ALLOCATION OF MAN- HOURS TO REFLECT EMBASSY VIEW OF STAFF AVAILABILITY AND REQUIREMENTS OF LOCAL CONDITIONS.

13. IN SEPARATE TELEGRAM EMBASSY IS SUBMITTING ITS RECOMMENDATIONS INCIDENT TO THE ESTABLISHMENT OF THE MARKETING RESEARCH OFFICER POSITION.

14. UNDERSTAND A FIFTH DRAFT WILL BE PREPARED TO INCORPORATE MANY IF NOT ALL FOREGOING SUGGESTED CHANGES. SINGLE UNRESOLVED QUESTION CONCERNS THE MRO POSITION. LEHFELDT EXPECTS BE IN WASHINGTON FIRST 10 DAYS OF AUGUST AND WILL BE PREPARED TO REVIEW FINAL DRAFT AT THAT TIME, INCLUDING MRO POSITION.

15. EMBASSY APPRECIATES DEEPLY THE OPPORTUNITY OFFERED FOR OUR DETAILED COMMENTS ON AND INPUTS FOR THE COUNTRY COMMERCIAL PROGRAM AND D WISHES TO COMPLIMENT MR. WELCH ON HIS EXPLANATIONS AND OPEN- MINDED APPROACH TO WHAT IS A VERY IMPORTANT DOCUMENT FOR THE EMBASSY' S FUTURE COMMERCIAL OPERATIONS. HELMS

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